



**MICHAEL CULTURE ASSOCIATION WORKSHOP:
INNOVATIVE PUBLIC SERVICES FOR DIGITAL CULTURAL HERITAGE**

Tuesday November 23rd 14h-17h

PROGRAM

14h00-14h45

Project presentation by **Ulrich FISCHER: Heritage Experience** - a project on experiential mobile devices for cultural heritage mediation

14h45-15h30

Presentation by **Barnabas MALNAY: Kitchen Budapest**: a new media lab for young researchers who are interested in the convergence of mobile communication, online communities and urban space and are passionate about creating experimental projects in cross-disciplinary teams.

15h30-15h45

Coffee break

15h45-16h15

Presentation by **Suzan Hazan: "Buzzwords? Or PostNet Realities for Cultural Heritage"**

16h15-17h00

Discussion - Closure



Michael Culture Association is a not-for profit organisation, founded in April 2007 under Belgian law. It gathers professionals working in the field of digital cultural heritage, has members from all over Europe, including public agencies, cultural institutions and private organisations. Michael Culture is funded by the European Commission through an operating grant for organisations active at European level.

The purpose of the association is promoting and valorising European cultural heritage. Its main activities are networking; watch and diffusion of best practices; training and publications; management and development of the Michael Internet Services portal; and participation in European and international projects.

The work of Michael Culture association is organized in four thematic working groups:

- Multilingualism;
- Innovative services and best practices;
- Interoperability reuses and linked data;
- New services for the research field.

Working group: Innovative services and best practices for the public

The working group's objectives are as follows:

- To make it easier to experiment new and innovative digital usages for cultural institutions on site or on the internet
- To promote new approaches of consultation and reuse of digital cultural resources for the general public
- To integrate available content and technologies to create innovative services
- To encourage new partnerships between cultural operators, the research field and the private sector.
- To prepare proposals for response to European calls

To achieve these objectives, the working group carries out the following activities:

- Workshops and training
- Promotion of best practices through the Website project database and the Minerva awards
- Dissemination in publications and conferences

Targeted innovative and cultural services:

- Innovative digital services for guide tours (museums, monuments...)
- Digital system on site: 3D: augmented reality and immersive systems, guide new generation, mobile phone, podcasts
- Web systems: virtual tours, thematic routes, on line services, Web TV
- Services of diffusion of contents of collaborative platforms and social networks
- Services of collaborative indexing on contents on line / tags (genealogy, press)
- Playful services on cultural contents
- Digital services for artistic and cultural education
- Geolocated / accessible in mobility cultural services (on mobile phones or others)

- Innovative for thematic

EXPERIENTIAL MOBILE DEVICE FOR HERITAGE MEDIATION Presentation by Ulrich FISCHER, director of C-side

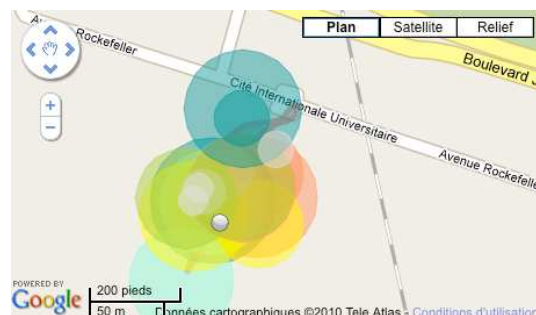
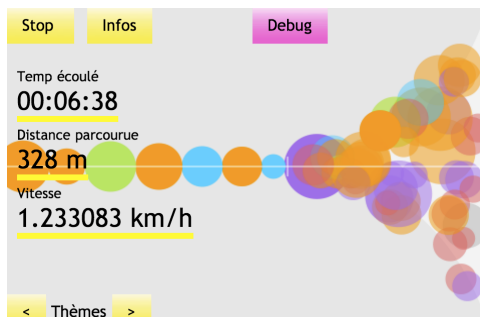


What is Heritage Experience?

-An interactive and immersive multimedia device that offers a sensible reading of the Cité Universitaire de Paris (CIUP) area to the visitors. Thanks to an innovative iPhone application, Heritage Experience gives the public the opportunity to create their own unique and surprising films. The project further develops and enriches the actions carried out by Dédale and the CIUP during the Smartcity project; a vast programme of reflexion and creation on the concept of the "intelligent city".

A sensible experience, approaching new fields and areas...

Heritage Experience proposes more than just a tour complement, and offers as many unique portraits of the area as films. By integrating a great number of audiovisual resources (archives and recent images), Heritage Experience pins up both tangible and intangible heritage, thus expressing all aspects of the site. A new kind of heritage mediation is under evolution on the CIUP site: the use of an area leaves a shareable and revealing trace!



How does it work?

Carrying an iPhone that registers one's stroll thanks to a GPS, the stroller collects audiovisual geolocalized fragments. Wearing headphones, the visitor hears the soundtrack of his very own film that he is creating as he walks. He visualizes the editing of the film through the interface of his iPhone, and thus, his stroll will "awaken" and put together the images and the sounds.

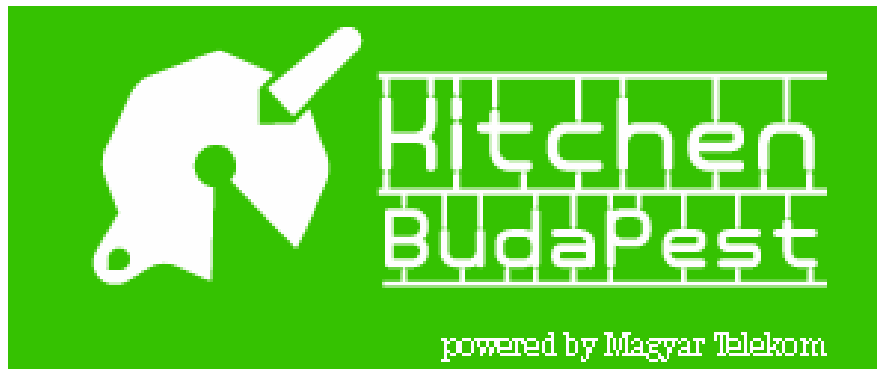
The experience takes place in two phases:

- > The sonorous route, immersive.
- > The film, unique. Once the stroll is over, the visitor may rediscover it on the project's web-page, and decide to share it with other users and watch their films.

Heritage Experience results from research carried out in the Cinema Master programme by the Swiss artist Ulrich Fischer as an adaptation of his project Walking the Edit of which it is a tourist- and culture oriented adaptation

Heritage Experience is produced by Dédale, CIUP and C-side.

www.heritage-experience.fr



Kitchen Budapest

Presentation by Barnabas MALNAY, director of external relations and development, (Kitchen Budapest)

The spicy innovation lab Kitchen Budapest, opened in June 2007, is a new media lab for young researchers who are interested in the convergence of mobile communication, online communities and urban space and are passionate about creating experimental projects in cross-disciplinary teams.

Research fields

What happens to the net once it meets the urban space? How does private space relate to the saturating wireless networks? Where does user created content gain authority? How does our use of cities alter as we get more and more real time feedback of its dynamics? What makes a home smart? Street-smart?

We would like to rethink and remix the possibilities of new media in our everyday lives and to argument connections between new technologies and our society.

Lab

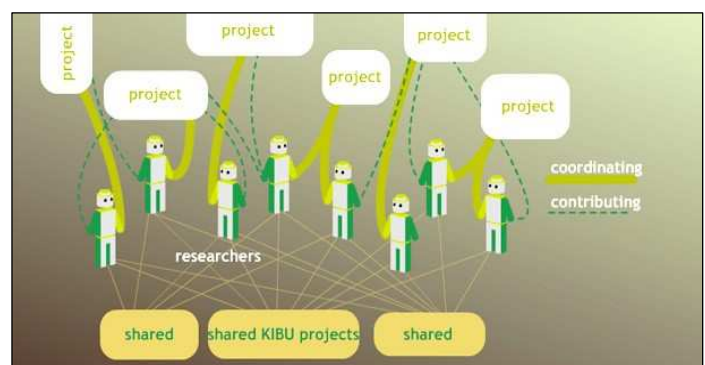
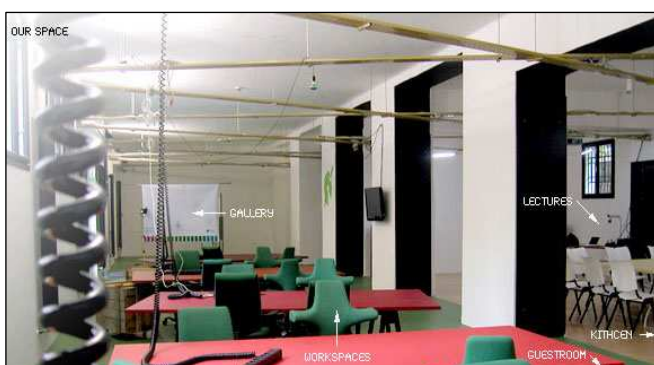
KIBU offers a research lab space downtown Budapest, a basic grant for a dozen researchers, some equipment, and a dynamic workflow where sharing and helping is essential, and the freedom to capitalize any good idea.

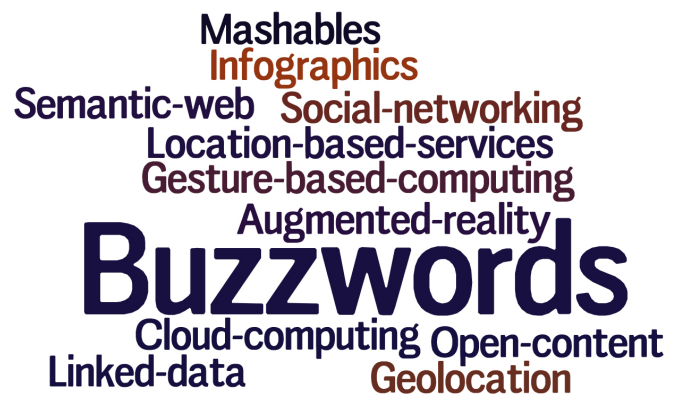
Being sponsored by Magyar Telekom(MT), the leading Hungarian Telco, there is a direct path where ideas and prototypes get reach larger audiences, in case MT and the project group finds ways to do so. Our aim is to build a platform where ideas are materializing and some end up in cultural context, some in the market.

Art and technology

Kitchen Budapest regularly organizes exhibitions to present our prototypes, as well as works or projects from related institutions and professionals.

<http://www.kitchenbudapest.hu/en>





Buzzwords? Or PostNet Realities for Cultural Heritage

by Dr. Susan Hazan
The Israel Museum, Jerusalem

While we have all been busy digitizing our cultural heritage for the Internet something unsettling has been happening beyond. The emerging technologies in the cultural heritage sector that are playing out beyond the Internet as we know it appear to be more than strange sounding buzzwords, and, as described in the *2010 Horizon Report, Museum Edition* these services are already changing the way we deliver our entertainment, education and information.

This lecture will discuss 'The End of the Web' according the article by Chris Anderson and Michael Wolf, *WIRED*, August 17, 2010 in the context of cultural heritage activities and will try to turn all those snappy sounding buzzwords; augmented-reality, location-based-services, gesture-based-computing, semantic-web, infographics, mashables, cloud-computing, geolocation into more tangible, PostNet realities.

